

ABSTRACT OF THE DISCLOSURE

A method, system, and apparatus are provided for allowing users to readily obtain information associated with a selected item from a remote location. More specifically, a user at the location of the first entity operates a portable imaging device to capture an image of identifying data, such as a barcode, that identifies a selected item. The captured image is then communicated to a server operated by a second entity that is different than the first entity to obtain item information (*e.g.*, price, availability, etc.) associated with the selected item. The item information is communicated back to the portable imaging device for display to the user while the user remains at the location of the first entity. In other embodiments, the information extracted from the captured image may also be used to forecast future purchasing activity for the selected item.